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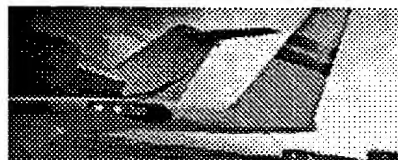
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Bombardier Skyjet Offers On-demand Charter and Premier Fleet Jet Membership to a Growing Market

The popularity of private business jets is soaring, and Bombardier Skyjet (www.skyjet.com) is helping to introduce more people to this growing travel trend.

Founded in 1997 as Skyjet, it was the first company to launch a real-time online reservation service for booking business jets nationwide. Prior to that time, the only Internet-based resources available to travelers were charter brokers and operators who took trip requests via email, and the only resources available to the industry were essentially online catalogs.



The U.S. charter industry, with its numerous operators spread across the country, had an impressive inventory of business jets, but no one was tracking where all those aircraft were at any single point in time. The charter industry had nothing equivalent to the commercial airline industry's computer reservation systems, which provided the airlines with sophisticated inventory management tools and travel agents and consumers with convenient booking engines.

Bombardier Skyjet was created to respond to that need, and the company has pioneered a whole new segment within the charter business jet industry.

Bombardier Skyjet General Manager Nicholas Houseman says the company is expanding the market for charter business jets by making the process of reserving a jet as simple as making an airline reservation. And by consolidating the inventory of business aircraft available for charter, Bombardier Skyjet enables individual travelers, companies and travel agents to find the jet they want, when they want it.

Premier Fleet Jet Membership

Another trend in the charter category is private jet member-ships, where customers purchase a block of hours – but without multi-year commitments, ownership costs or maintenance fees. Bombardier Skyjet offers a jet membership program, Premier Fleet, to frequent charter customers. Premier Fleet customers purchase a block of 25, 50 or 100 hours on a specified aircraft type and pay a fixed hourly rate for the occupied hours used throughout the contract. "Premier Fleet offers the flexibility to fly one-ways and round trips without additional positioning fees or the cost of empty legs on one-way flights," says Houseman.



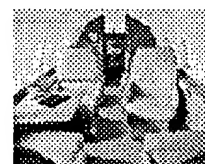
Business Jets on the Upswing



Houseman points out that business jet travel has been steadily on the rise since the early 1990s. "In today's fast-paced business culture, with everyone trying to accomplish more with fewer people, there is a greater worth placed on executives' time," says Houseman, pointing out that a day can make a critical difference in the success of a deal or a project.

The other trend Houseman cites is increasing frustration with crowded airports, packed flights, travel delays, and inconvenient schedules as a result of the commercial carriers' hub and spoke systems. "If you're traveling coast to coast, major city to major city, you're probably not going to charter a business jet. But if you need to touch down in three or four cities along the way to see your customers or your manufacturing plants, and if you have three or four executives traveling together, it starts to make economic sense."

Houseman says customers often discover Bombardier Skyjet when they find themselves in last-minute, emergency situations, after their traditional means of booking aircraft have let them down. He says among the largest customers of air charter are companies that already own at least one aircraft. Once companies experience the business benefits of traveling on a private jet, one aircraft doesn't satisfy all their needs.



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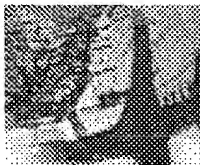
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But Houseman sees that changing as Bombardier Skyjet makes business jets accessible to companies that haven't used them before. He also sees demand coming from the leisure and incentive travel markets, particularly with increased interest in adventure trips and active vacations. Those trips tend to bring people to smaller airports and might otherwise take all day.

"If efficiency is the new currency, Bombardier Skyjet is poised to meet the needs of the new business travel marketplace," says Houseman. "We appreciate the value of time, and our service reflects that understanding."

Quality Network of Charter Operators

Another major advancement is the Bombardier Skyjet Network of quality charter operators, which demonstrates Bombardier Skyjet's commitment to safety. The company selects charter operators who meet rigorous requirements and successfully complete a safety audit with a third-party aviation authority. Bombardier Skyjet monitors charter operators regularly and personally visits each to ensure that they meet the highest standards for customer service and safety.



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With Business Travel Fares on the Rise, AirCharter.com's New IntelliAgent(R) Makes Air Charter a Snap

PR Newswire. New York: Nov 18, 1999. pg. 1[» Jump to full text](#) Dateline: *California*Publication title: PR Newswire. New York: Nov 18, 1999. pg. 1

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SAN FRANCISCO, Nov. 18 /PRNewswire/ -- **AirCharter.com** ([http:// www.aircharter.com](http://www.aircharter.com)), an air charter reservation Web site for worldwide executive and group travel, today introduced IntelliAgent(R), an exclusive and industry-first service that quickly analyses all aspects of a trip and matches specific itinerary needs with the most suitable aircraft to accomplish a mission.

"With increases in delays, cost of business fares and overall dissatisfaction with commercial air travel, many business travelers are looking for alternatives," said David McCown, vice president of business development and manager of **AirCharter.com**. "Air charter is a viable option, but many don't know where to start or are discouraged by the complex elements. Our new IntelliAgent feature is able to remove the guess work and provide the necessary tools to quickly and easily book air charter online."

IntelliAgent analyzes complicated travel criteria such as the number of passengers, aircraft range and speed, baggage capacity, maximum weight limits, time-en-route and price. The feature then calculates exactly what types of aircraft are most suitable for the traveler's mission and returns a list of aircraft the traveler can choose from.

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Intuitive Feature Quickly Finds the Right Aircraft for Any Trip

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While all aircraft listed are suitable for a mission, IntellAgent lists them in descending order from the most suited to the least suited. IntellAgent determines suitability by analyzing the number of passengers, baggage, distances of each trip leg, runway lengths, price, as well as other aircraft comfort and performance features.

For a recent itinerary query for a one-way flight from Teterboro, N.J. (TEB), to Hilton Head, S.C. (HHH), with six passengers, **AirCharter.com** automatically suggested a King Air 350, a turboprop aircraft, instead of a mid or small-sized jet, such as a Lear 55 Jet. **AirCharter.com** was able to interpret the flight criteria and length of runway to recommend against a jet that would not have been able to land on the short runway at the airport in Hilton Head.

In addition to listing suitable aircraft for the mission, IntellAgent is able to also indicate estimated times en route for each leg, as well as estimate local arrival times at each destination for all recommended aircraft.

When selecting an aircraft for the trip, travelers can view images and specifications by clicking on the photo or the link below the photo. This brings the traveler to a window displaying a layout of the aircraft, high- quality images of the cabin and body of the plane, as well as a chart detailing the model, total number of seats and cabin dimensions, lavatory availability, and cruising speed among other details.

For travelers unfamiliar with a particular city or who need to depart from a specific area, **AirCharter.com** provides a mapping feature enabling users to view area airports on interactive maps.

AirCharter.com, based in San Francisco, is an air **charter reservation system** for worldwide executive and group travel, and is designed to make planning and reserving air **charter** travel simple and easy. The site provides booking capabilities for more than 2,000 aircraft, and is backed by Flight Time, the world's leading provider of air **charter** services with 15 years experience in the global air transportation industry. **AirCharter.com** is a member of the Better Business Bureau (BBB) Online, signifying **AirCharter.com** has met all BBB standards for Internet commerce.

Flight Time Corporation, the global leader in air **charter**, provides specialized **charter** services to business and leisure travelers, sports teams, corporations and meeting and travel planners, worldwide. The company has offices in Amsterdam, Atlanta, Boston, London, Los Angeles, Milan, Minneapolis and San Francisco. Flight Time's proprietary database tracks thousands of aircraft all over the world. SOURCE **AirCharter.com**

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